

UNITED IS THE WAY™



2024-25 IMPACT REPORT

The background of the entire image is a solid blue color. Overlaid on this background is a large, faint, light blue circular logo. The logo features a stylized human figure with arms raised in a 'V' shape, positioned in the center. Surrounding this central figure are several concentric, semi-circular lines that radiate outwards, creating a sense of motion or a signal. The overall design is clean and modern.

UNITED
IS THE
WAY™

WE

&

TO

FIND HOPE

STRENGTH

PERSEVERE



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WE IMPACT
OUR
COMMUNITY
FOR GOOD



BOARD OF TRUSTEES

2024-2025 UNITED WAY BOARD



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“WE BELIEVE IN THE POWER OF
UNITED WAY NOW MORE THAN EVER.”

THE UNITED WAY BOARD OF TRUSTEES

UNITED WE RISE

2024-2025

EVERYWHERE YOU TURN THESE DAYS, IT SEEMS OUR WORLD IS HOPELESSLY DIVIDED. BUT WE KNOW, **UNITED IS THE WAY FORWARD**. UNITED IS THE WAY WE MAKE REAL CHANGE FOR THOSE WHO ARE COUNTING ON US FOR ACCESS TO A HEALTHY LIFE, YOUTH OPPORTUNITIES AND TO IMPROVE THEIR FINANCIAL SECURITY. Together, we're building a more resilient community by investing in high-impact nonprofits, connecting more than 467,000 contacts with 24/7 access to more than 7,000 resource referrals through 211, and finding creative solutions to some of the toughest challenges our neighbors are facing.

KC Strong

- We marked one year of vital investments made through the KC Strong Fund, established in the aftermath of the Chiefs parade day shooting. Every dollar raised directly supported gunshot victims and community nonprofits focused on violence prevention, mental health, and aid for first responders. You can learn more about the ongoing impact of these investments in KC Strong: One Year of Impact, which can be found on our website.

Supporting Critical Medical Needs

- Thanks to a multi-year, multi-million dollar partnership with utility providers Everygy and Spire, United Way is providing a vital lifeline of support to individuals facing critical medical needs. When you're dealing with a physical or mental health crisis, you might have a hard time paying utility bills. Losing utility access can exacerbate health problems and spiral into other challenges, jeopardizing the wellbeing of everyone in the home. This program is designed to stop disconnection or restore services. The average patient receives more than \$1,000 in assistance to clear utility debt, so instead of stressing over bills—they can focus on healing.

Investing in Diverse Communities

- In the face of rollbacks to diversity, equity and inclusion initiatives, United Way is affirming its commitment to marginalized communities through the Nonprofit Catalyst Grant. An additional \$675,000 of funding is being awarded

to dozens more small nonprofits serving these communities. This funding has been life-changing for organizations that often face significant challenges in accessing capital. Grant dollars have helped nonprofits hire staff, add programming, expand physical space and so much more.

Celebrating our CommUNITY

- Last summer, we brought together hundreds of individual, corporate and nonprofit partners in our first ever Waymaker™ Awards to celebrate the meaningful impact you make and can't wait to do it again this summer.
- Volunteers gathered for our second annual CommUNITY Fest, which will be held again in September this year, including a celebration with our partners at Kansas City Current. Groups helped package food, hygiene kits, made affirmation bracelets, set up an apartment for a family, tied blankets together, and more. It was a shining example of how we can make an impact when we unite to make a difference.

United is the Way we will persevere through whatever this year may bring. We believe in the power of United Way now, more than ever, to mobilize and connect our community so that all have the opportunity to thrive.

Sincerely,

United Way of Greater Kansas City's
Board of Trustees



UNITED FOR IMPACT

YOUR GIVING
CHANGES
LIVES



29,861
SENIORS

INCLUDING ADAIRE,
RECEIVED VITAL SUPPORT



469K PEOPLE

LIKE JOHN, SECURED
FOOD ASSISTANCE



9,435
SURVIVORS

OF DOMESTIC VIOLENCE,
LIKE KIMBERLY,
EMPOWERED IN
THEIR HEALING



7,450
NEIGHBORS

LIKE AMINO,
CONNECTED TO
HOUSING AND
SHELTER RESOURCES



44,993
CHILDREN

PARTICIPATED IN QUALITY
YOUTH DEVELOPMENT
PROGRAMS



527,193
PATIENTS

TREATED WITH
MEDICAL & MENTAL
HEALTHCARE
SERVICES



16,244
PEOPLE

OVERCAME ADDICTION OR
RECEIVED SUBSTANCE USE
TREATMENT



14,989
KIDS & ADULTS

SUPPORTED WITH
FOSTER CARE OR ABUSE/
NEGLECT TREATMENT &
INTERVENTION



29,235
INDIVIDUALS

BENEFITED FROM ECONOMIC
EMPOWERMENT PROGRAMMING



467,691
CONTACTS

REFERRED TO VALUABLE
COMMUNITY RESOURCES
THROUGH 211



TOGETHER,
WE IMPACT
1 IN 3 KANSAS
CITIANS
EACH YEAR.

WHEN YOU GIVE TO
UNITED WAY,
YOUR DONATION IS
AMPLIFIED BY OUR
WIDE WEB OF LOCAL
RESOURCES.

BECOME A
WAYMAKER™

UNITEDWAYGKC.ORG



UNITED WAY OF GREATER KANSAS CITY

2024-25

United Way's Impact 100 is a dynamic list of **vital health and human service organizations** we invest in and partner with to drive meaningful impact where it's needed most. Selected nonprofits are chosen by **Community Advisory Members** – a diverse group of community and business leaders – who carefully review applicants to ensure the Impact 100 represents a **wide range of organizations from focus areas, to geographic regions and populations served**. All Impact 100 organizations must meet a high bar of fiscal responsibility for consideration. Selected nonprofits work within United Way's identified core pillars: **health, youth opportunity, financial security** and **community resiliency**. The following organizations receive **unrestricted funding** from United Way for one year to address our region's most pressing challenges.

Ability KC
AdHoc Group Against Crime
Artists Helping the Homeless
Assistance League of KC
Avenue of Life
Beacon Mental Health
Bethel Neighborhood Center
Bishop Sullivan Center
Boys & Girls Clubs of GKC
Boys Grow
CASA (of Jackson, Johnson & Wyandotte Cos.)
Cass Community Health Foundation
Catholic Charities (of Kansas City/St. Joseph & of Northeast Kansas)
Center of Grace
Child Abuse Prevention Association
Child Protection Center
Children's Center for the Visually Impaired
Children's Mercy Hospital & Clinics
CHWC
City Year Kansas City
Community Action Agency of GKC
Community LINC
Community Services League
Cornerstones of Care
Cross-Lines Community Outreach
Della Lamb Community Services

Down Syndrome Innovations
Drumm Farm Center for Children
Early stART
El Centro, Inc.
First Call
Flourish Furnishings
FosterAdopt Connect
Giving the Basics
Goodwill of Western MO & Eastern KS
Grandview Assistance Program
Growing Futures Early Education Center
Guadalupe Centers
Habitat for Humanity of Kansas City
HappyBottoms
Harvesters-The Community Food Network
Healing House
Health Partnership Clinic
Hope Haven of Cass Co.
Hope House
Jewish Family Services
Jewish Vocational Service
Journey to New Life
Kanbe's Markets
Kansas Legal Services, Inc.
KC Care Health Center
Kearney Enrichment Council
Kids TLC

Lead to Read KC
Legal Aid of Western MO
Level Up Kids, Inc. Miles of Smiles
Literacy Kansas City
Mattie Rhodes Center
Mental Health America of the Heartland
Metro Lutheran Ministry
Metropolitan Organization to Counter Sexual Assault
Mother's Refuge
Newhouse
Northland Health Care Access
Operation Breakthrough
OurSpot KC
Pharmacy of Grace
Phoenix Family
PREP-KC
Reconciliation Services
ReDiscover
reStart
Rose Brooks Center
Safehome
Saint Luke's Hospital Crittenton Children's Center
Samuel U. Rodgers Health Center
Sheffield Place
Shepherd's Center (KC Central, KCK, Northland, Raytown)

Sisters in Christ
Sparkwheel
Start at Zero
Sunflower House
Swope Health Services
Synergy Services
The Children's Place
The Family Conservancy
The Salvation Army of KS & Western MO
True Light Family Resource Center
Turn the Page KC
United Community Services of Johnson Co.
University Health
Urban League of GKC
Urban Neighborhood Initiative
Vibrant Health
Vivent Health
WeCode KC
West Central MO Community Action Agency
Women's Employment Network
Working Families' Friends
Wyandot Behavioral Health Network
YMCA of GKC





ANSWERING OUR COMMUNITY'S CALL

Every hour of every day, residents of the 23 counties surrounding Kansas City call **United Way 211** or reach 211KC.org in search of essential human services – housing, utility assistance, food pantries, legal aid, community health clinics, tax prep, help for aging parents and more.

United Way 211 is available to **ALL in our community** when you don't know where to turn for help.



"I feel like the work that we do is important because we're the first point of contact for extremely vulnerable populations. They can dial any time, night or day, no matter what. They can rely on us to try to help find resources that they need."

ALEXIS FLOREZ-WOELK
211 COMMUNITY RESOURCE SPECIALIST

TOP FIVE NEEDS

- UTILITY ASSISTANCE
- HOUSING & SHELTER NEEDS
- TRANSPORTATION
- LEGAL & TAX ASSISTANCE
- FOOD ASSISTANCE

476,691

211 CONTACTS IN 2024
(combination of phone calls and web visits to 211KC.org)

2-1-1

Free. Available 24/7
7,000+ Resources. 150+ Languages



211 CONTACTS FROM OUR SIX-COUNTY SERVICE REGION

2,191 PLATTE

6,649 CLAY

6,445 WYANDOTTE

59,801 JACKSON

4,791 JOHNSON

1,359 CASS

The remainder of total contacts are from the 23 total counties serviced by United Way of Greater Kansas City's 211 operation. Other counties in the top 10: Buchanan, Leavenworth, Johnson Co. MO., Lafayette

33% INCREASE FROM 2023

"I like working for United Way 211. It gives me an opportunity to see and understand the needs of our community. If I didn't work here, I wouldn't know about all these incredible organizations that are able to help. Even when I'm off the clock, I find myself sharing information about those agencies with people on the street."

MARIAH LOPEZ
211 COMMUNITY RESOURCE SPECIALIST



THE WAYMAKERS™

PARTNERS WITH PURPOSE POWERING OUR MISSION

United is the Way™ we find purpose. Community partners power our mission to create a Kansas City region where **all have the ability to thrive**. Thank you to these family and community foundations, corporate foundations and public funding partners who believe that we are better together.



A UNITED IMPACT

Together with community partners, **more than 250 businesses and 100+ nonprofits** dedicate their time, talents and resources to raising funds in support of United Way each year. These organizations and their employees consistently show their compassion and care, landing them in this group of our most successful corporate champions.



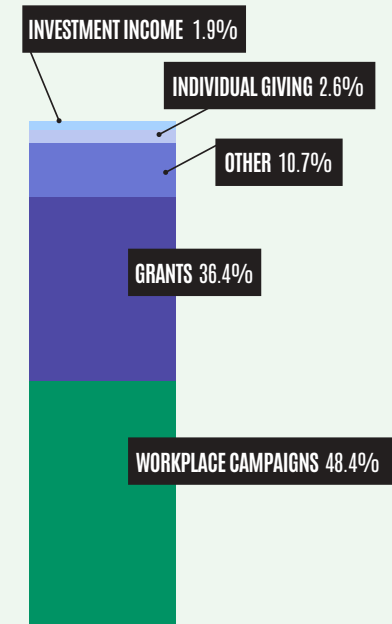
IMPACT IN ACTION

United is the Way™ we create lasting change. We bring people and resources together to tackle our community's toughest challenges. When individuals, funding partners, corporations, small businesses and others rally together, our impact is evident.

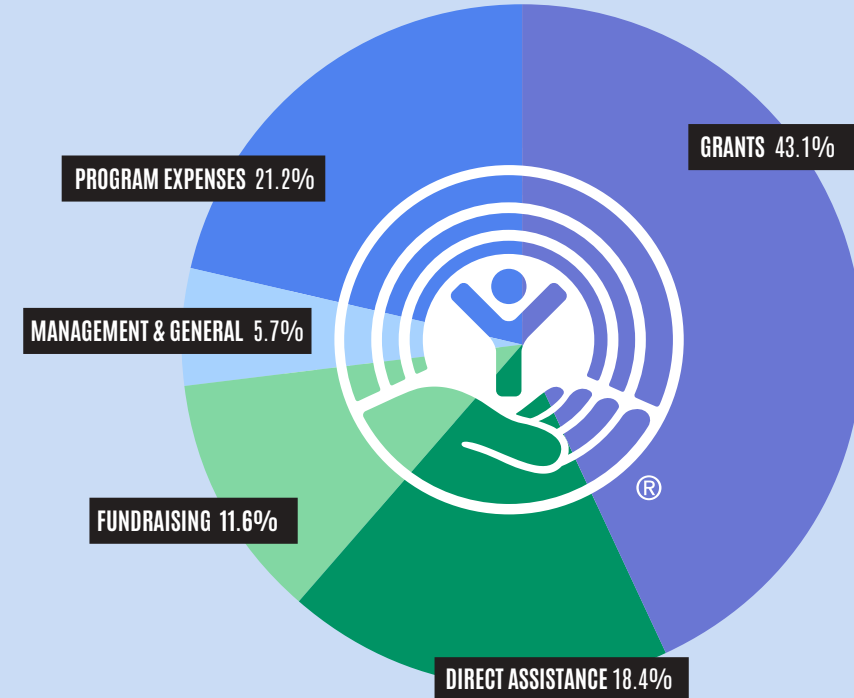
We're proud that \$0.84 of every \$1 raised by United Way of Greater Kansas City is invested where it's needed most, through grants, community programs and direct assistance: impacting **1 in 3 Kansas Citians each year** across more than a million touch points of service.



REVENUE



EXPENSES



UNITED BY GIVING

Donors who give at least \$1000 or above are invited to special donor events. The dedication of these philanthropists goes beyond a check. **These individuals are relentlessly dedicated to engaging in advocacy, volunteerism, and elevating the work of United Way** amongst colleagues, friends and family, in an effort to get other like-minded leaders to join the mission of uplifting every member of our community.

WOMEN UNITED

Sponsored by  **BURNS
MCDONNELL**

REFRESH A CLASSROOM

Hosted by Women United

Teachers and students at Richardson and Woodland Early Learning Centers in Kansas City, Mo. Public School District are thankful for support from dozens of volunteers to help freshen up classrooms before the start of school. Hanging bulletin boards, cleaning desks, and getting supplies ready are just some of the tasks completed during this annual event hosted by Women United. Teachers also receive care packages and volunteers donate essential items to help restock school clothing closets.



550 MEMBERS
Early Childhood
Education Focus



Purses for Promise, hosted by Women United, sponsored by Black & Veatch, is an annual purse-based silent auction, wine pull and networking event raising money for United Way early learning initiatives. This year, funding also supported Impact 100 partner Turn the Page KC. The 2025 event raised **more than \$120,000**.

2024 Cabinet
Cassie Meschke, KPMG
Gena Fitzgerald, Children's Mercy
Ginger Williams, Kaiser Permanente
Gratia Carver, Blue Cross Blue Shield
Jana Souder, Deloitte
Jennefer Matney, Graceland University
Kim Herman (Chair), PNC Bank
Lauren Dunham, Lockton
Mandy Kruger, IE Dunn
Nikki Meek, Hallmark
Renita Mollman, Burns & McDonnell
Sarah Wedel, Cordish
Tiffany Coleman, Black & Veatch
Tiffany Hentschel, Johnson Co.
Government (Retired)



UNITED WAY
TOCQUEVILLE SOCIETY

600 MEMBERS

\$10,000 or more in Annual Giving

Tocqueville Society members are deeply invested in fully understanding the unique challenges the broader community is facing and United Way's role in delivering real-time solutions. Tocqueville members have access to regular networking and educational events, and receive a complimentary subscription to Society, an exclusive magazine highlighting the ongoing work of United Way in our six-county service region.



UNITED IN THE POWER OF US

ONE YEAR OF TEAMING UP FOR GOOD

It's a true partnership – on and off the pitch. United Way is honored to be KC Current's Official Charity and front-of-kit partner.

Throughout the 2024 season, we saw local and national celebrities proudly wearing the KC Current kit, knowing that the players and club care deeply about our community. In partnership with KC Current, United Way was able to honor more than 70 different nonprofits as Waymakers™ of the Match, through special events, and with in-game features.

The care for our community extends beyond the players and club – to the energized fans who show up in their teal to support this team and our community. Fans chose to round-up and donate at every point of sale around the stadium, which helped United Way serve the **1 in 3 Kansas Citizens** who rely on our support. KC Current players and staff pledged time to volunteer in our community.

The team also auctioned off player kits, cleats and memorabilia with proceeds benefiting United Way and our partners. The KC Current x MADE MOBB x United Way holiday knit was sold this year with 100% of proceeds going to United Way.

We know greater impact happens when we all come together.

KC Current has hosted multiple community events, including a prom dress giveaway with Nuuly—complete with an empowerment workshop, as well as a community milk + food pickup in partnership with Dairy Farmers of America and Harvesters. The team even stepped in to make impact kits with snack packs and blankets to support wildfire victims after training in California last fall.

Our partnership also shows up in the next generation as YMCA youth teams proudly wear KC Current x United Way kits.



REAL-TIME SOLUTIONS

TO OUR COMMUNITY'S BIGGEST CHALLENGES



SUSTAINING COMMITMENT TO DIVERSITY, EQUITY & INCLUSION

Small nonprofits serving marginalized communities often face significant challenges in obtaining funding to support their operations. That's become **even more evident as Diversity, Equity and Inclusion policies are vanishing** from government, corporate and even some philanthropic spaces. United Way remains committed to the Nonprofit Catalyst Fund, launched in 2023 in partnership with Ewing Marion Kauffman Foundation, to help these small organizations build capacity, sustain and grow their operations. United Way is on track to invest an additional \$675,000 into these small nonprofits later this year.



LIFTING TRANSPORTATION BARRIERS

Transportation is among the top five needs identified by individuals contacting 211 for help. It's why United Way Worldwide partners with Lyft for the Ride United program to provide transportation to employment, school, medical care, grocery stores, food pantries and more. In 2024, more than \$61,000 in grant dollars supported **2,592 Lyft rides to 967 unique riders**.



POWERING UTILITY RELIEF

Utility costs continue to climb for many households, with the average consumer spending \$250 per month on combined gas and electricity bills. Local utility provider BPU recognizes the strain that can sometimes put on families, especially during periods of extreme weather when bills may spike even higher. BPU has granted United Way \$468,000 to provide utility relief for Wyandotte Co. customers. In 2024, **914 households were served with utility assistance. An additional 329 households were helped through the hardship assistance program**, preventing disconnection and restoring services.



EMPOWERING FAMILIES

United Way and The Siemer Institute team up for the Family Empowerment Initiative, along with a network of Impact 100 partners in the social services sector. The goal is to keep children stabilized in their school environment. Children with families who have a history of homelessness or

frequent moves are at higher risk for adverse outcomes in their overall growth and development. The program follows a case management model, working with families intensively to identify their needs and come up with a plan to keep them stable and housed. In 2024, with our partners, United Way's Family Empowerment Initiative served **1,123 families, including 2,308 school-aged children**. More than 93-percent remained in school and avoided a disruptive move.



HEALTHY SMILES, BRIGHT FUTURE

Good oral health impacts your well being from overall health to medical costs and quality of life. It's why United Way partners with Delta Dental of Kansas through its Community Benefit Program. Eligible low-income households are

connected to providers in the Delta Dental network and receive two years of coverage, with \$3,000 in coverage annually for each household member. In 2024, we served **909 individuals across 281 households**. More than \$2M in free oral healthcare has been provided in the past four years.



PREVENTING DEADLY CONSEQUENCES

Local deaths from fentanyl overdoses have climbed a staggering 1000% in recent years. United Way joined an awareness campaign launched by the City of Kansas City, Mo. aimed at saving lives. Using the latest in artificial intelligence, in cooperation with surviving family members, videos were generated using the real-life stories of young people lost to the fentanyl crisis – offering a harrowing warning of their own unfinished legacies. The videos were shared with local media and in a wide-reaching social media campaign. In just a few months' time, **the videos gained nearly 25 million impressions online**, and an additional 15 million impressions through media coverage.



UNITED HELPING OUR NEIGHBORS STATEWIDE

With support from the state of Missouri, United Ways of Missouri launched the United to Help Our Neighbors Statewide (UHONS) initiative, aiding more than 1,000 low-income families with rent, utilities, car repairs and childcare, empowering them toward financial security. The program is now being looked at as a model for potential expansion in other communities. Sandra of Kansas City, Mo. was recovering from cancer and just returning to work when UHONS stepped in to provide much needed relief to get caught up on bills. "I've never been in a situation where I had to lean on people," she shared.

"When I got this help, the world felt like a better place for a second. I can get restored and take it from here."

TACKLING THE STUDENT DEBT CRISIS

In 2023, federal student loan payments resumed for 27 million borrowers after a three-year pandemic pause. The average student owes \$35,000. Through a United Way Worldwide initiative, we offered free access throughout 2024 to the Savi online platform, which helps borrowers lower monthly payments and streamlines the process to apply for loan forgiveness programs. Locally, 40 student loan borrowers utilized the free Savi access to manage more than **\$1M in debt, with a projected monthly savings of \$226 in loan payments and an average projected loan forgiveness of nearly \$50,000**.



REAL-TIME SOLUTIONS

THE HEALING POWER

OF RELIEVING UTILITY BILL STRESS

BY THE NUMBERS

Since June 2024

490
households
served17
healthcare
referral
partners\$315K
utility aid
provided

When you're dealing with a major physical or mental health crisis, you may have trouble paying your utility bills. The loss of utilities can exacerbate serious health conditions and spiral into other unforeseen consequences that jeopardize everyone in the household's stability.

United Way of Greater Kansas City launched the Critical Medical Needs program in the summer of 2024. It is designed to stop disconnection or restore services for households with people who have critical medical needs. This new program, made possible in the Kansas City area thanks to a multi-year, multi-million dollar investment by utility providers Evergy and Spire, works with health system partners and Federally Qualified Health Centers (FQHCs) to identify eligible patients, to speed up securing assistance, and provide additional supports for households that are struggling with major medical needs.

Currently, this program is only available to Missouri residents. It is administered by United Way of Greater Kansas City, United Way of St. Louis and United Way of Southwestern Missouri and Southeastern Kansas. The program can help with Ameren, Evergy, Liberty Utilities, Missouri American Water and Spire bills, while we work to add other utility partners.

Families Helped By This Program



The Brookins Family



Susan Maness

James Carver & Jeanie Bordon

Life has often felt overwhelming for Makunda Lewis-Newton. She's a single mother of four, with children ranging in age from 16 to 21. And now, she's also raising three grandchildren, including a one-year-old she adopted last year. All eight family members live under one roof.

"I wouldn't have it any other way," Makunda shared.

But the family has faced a lot of adversity – from the loss of loved ones, to health challenges, and conditions in their previous home that made living there almost unbearable.

"It was truly a nightmare," said Makunda. "There were problems with the electricity, leaks in the ceiling, and the bathtub faucets stopped working. It got so bad the water just wouldn't shut off and the home flooded. The landlord wouldn't fix things and instead served us an eviction notice."

Thankfully, when Makunda showed up to housing court, she met Nathan Cho, a tenants' rights attorney with the Heartland Center for Jobs & Freedom. The organization is one of United Way of Greater Kansas City's Eviction Prevention Initiative Partners.

"Tenants facing eviction are not bad people. They are often in that situation because of events outside of their control," Cho said. "We talk with the tenant, figure out their situation, and discuss next steps. This always involves negotiating a mutually beneficial solution between the tenant and the landlord. Often times, we file defenses and countersuits on behalf of the tenant – usually due to suspect billing or poor maintenance practices. Kansas City's eviction defense attorneys are very successful at representing our clients, and in a majority of cases avoid an eviction on the tenant's record."

Cho also connected Makunda to a United Way social worker to help navigate her path forward.

"It wasn't just a job for that social worker. She was really there to help me through it," said Makunda. "With United Way and my attorney, they got the housing department involved and they came out to do an inspection on the home. Of course, it failed. United Way came through with financial assistance to get me into a new, safer home."

REAL-TIME SOLUTIONS

THE SAFETY OF HOME

THROUGH EVICTION PREVENTION



Makunda Lewis-Newton



Nathan Cho

EVICTION PREVENTION INITIATIVE

HOUSEHOLDS SERVED

1,561
in 20246,926
since 2020



UNITED IN PURPOSE

United Way signature events bring donors, volunteers, and Employee Campaign Managers (ECMs) together to celebrate and **help build the Waymaker™ Movement**. In 2024, 1,300 people were impacted through these events.

Together, **we're mobilizing people and resources** to effect change so that all in our community have the ability to thrive.

THE WAYMAKER™ AWARDS

Our first annual Waymaker™ Awards Impact Celebration was held in July at The Midland Theatre. The event aims to raise a toast to all of our donors, corporate and community partners, whose collaborative efforts further our mission and enrich the lives of those we serve.

2024 Winners

Harry & Clara Cleberg | **Adele Hall Spirit of Caring Award**
QuikTrip | **All-In Award**
Burns & McDonnell | **Corporate Champion of the Year**
Richard Horne, Jennifer Burkland, Mike Orth & Committee,
Black & Veatch | **Employee Campaign Manager of the Year**
Michelle Kay, Enterprise Mobility | **Executive of the Year**

PARTNER ROUNDTABLE

Employee Campaign Managers participating in our partner roundtable had the opportunity to learn from one another on campaign wins and challenges, share feedback, and gain insight into building momentum for continued growth and success.

IGNITE

Ignite sets Employee Campaign Managers up for success with collaborative training sessions and provides tools to elevate workplace giving campaigns.

UNITED FOR IMPACT: NONPROFITS CONFRONTING UNCERTAINTY TOGETHER

As 2025 began, a flurry of executive actions, court rulings, policy changes, and funding cuts at the federal level presented a wave of challenges across the nonprofit sector. As a community mobilizer, United Way of Greater Kansas City extended an invitation to all nonprofits in the region to attend a panel and group discussion about navigating the challenges, while finding new ways to collaborate and connect to continue serving those in our community who are counting on us.

COMMUNITY FEST

Our second annual CommUNITY Fest was held in September 2024 and expanded into a three day gathering.

LEARN

Community members gathered at the Kansas City Plaza Library for an impactful panel discussion – From Cradle to Grave: Breaking the Cycle of Intergenerational Poverty. Attendees could also walk through a poverty simulation experience and had the opportunity to meet and greet a few KC Current players.

SERVE

Day two brought together more than 200 volunteers, serving in onsite volunteer activities at the North Kansas City YMCA, and traveling to offsite volunteer activities – giving back to United Way Impact 100, Nonprofit Catalyst and KC Strong grantee organizations.

CELEBRATE

Day three took the celebration to CPKC Stadium. KC Current fans could engage in pre-game volunteer activities and learn about United Way partners ahead of a home match.



BUILDING COMMUNITY

BECAUSE OF WAYMAKERS™ LIKE YOU, IN 2024:

24,700+ CARE PACKAGES ASSEMBLED

7,000
period product kits

3,500
school supply kits

700
warmth kits

6,000
sack lunches

1,000
hygiene kits

500
baby safety kits

6,000
dental kits

WITH THE HELP OF 4,700+ VOLUNTEERS

REAL LIFE, REAL CHOICES

This immersive, educational experience guides participants through the real, challenging decisions our neighbors living in poverty are faced with every day. They also learn how they can play an active role in fostering financial security for all.

WAYMAKER™ TABLES

Waymaker™ Tables are an opportunity to bring together a small group of United Way partner organizations for an impactful discussion around some of the biggest challenges facing our community today.

VOLUNTEER EXPERIENCES

United Way offers community volunteer opportunities and customized service experiences for corporate partners. This year we hosted more than 75 immersive experiences for our partners, making a meaningful impact for those needing our support.

IMPACT BUS TOURS

These neighborhood tours provide a unique glimpse of communities and our partner organizations across the six-county United Way of Greater Kansas City service region. Participants get to visit and learn about the history and culture of the region, while visiting Impact 100 and Nonprofit Catalyst grantee organizations along the way.



YOUR IMPACT MATTERS

We're incredibly inspired by the thousands of you who selflessly volunteer time to make our community stronger by serving with United Way nonprofit partners and uplifting causes you're passionate about. This year, we recognized **Estella Morales** as our Adult CommUNITY Volunteer of the Year and **Adrienne Davis** as our Youth CommUNITY Volunteer of the Year.

Estella is deeply involved with the Hispanic Chamber of Commerce, helping establish chamber programs including KC BizFest and Latinos of Tomorrow, along with initiatives to increase female leadership in the organization. She was also a key player in the new strategic partnership between the Hispanic and Heartland Black Chambers, and has championed the Mattie Rhodes Center through fundraising and volunteerism.

Adrienne has been a committed volunteer through Phoenix Family's after-school program, assisting with crafts, games and group projects. She's also become a reading coach, working one-on-one with students to improve literacy skills.





UPCOMING EVENTS

UNITED WAY EVENTS PAGE:

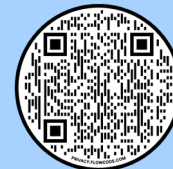


COMMUNITY FEST

Join us for 2025 CommUNITY Fest, presented by Delta Air Lines, a two-day, city-wide event as we advocate, volunteer, and celebrate impact in our community.

Scan QR code to register:

SEPTEMBER
12-13



PURSES FOR PROMISE

Presented by Black & Veatch, shop designer bags & network with 300+ individuals while supporting early childhood education in Kansas City.

Ticket and event details coming in 2026!

APRIL
2026



THE WAYMAKERTM AWARDS

Presented by Hallmark, our annual impact celebration event raises a toast to our donors, corporate champions, and community partners.

Ticket and event info coming in Spring 2026!

JULY
2026

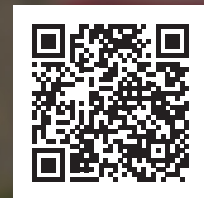


Follow our social media channels for updates. @unitedwaygkc



GIVE BACK | GET INVOLVED | TAKE ACTION

Find your passion and purpose with United Way. Our Community Partners Directory connects you to hundreds of volunteer opportunities in every corner of our community. **Scan the QR code to connect and engage.**



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Greater Kansas City

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